

# **EVOCAATION:**

FINDING THE CREATIVITY WITHIN THE CLIENT  
TO HAVE THEM SOLVE THEIR OWN PROBLEMS

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BILL O'HANLON

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**MY PREMISE:  
HYPNOSIS IS NOT ABOUT  
SUGGESTION, BUT RATHER,  
EVOCATION**

# MA LEARNS TO READ

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# 0.1

The Difference  
Between  
Traditional and  
Evocative  
Therapies



## **Traditional:** Deficit assumption

*Clients are:*

**Damaged (genetically, neurologically,  
developmentally, emotionally,  
relationally)**

**Missing skills**

**Missing information**

**Missing insight**

**Missing motivation**

# 0.2

The Difference  
Between  
Traditional and  
Evocative  
Therapies



## **Evocative:** Resource assumption

*Clients have:*  
**Resources**  
**Abilities**  
**Skills**  
**Strengths**  
**Solutions**  
**Knowledge**  
**Motivation**

# 0.3

The Difference  
Between  
Traditional and  
Evocative  
Therapies



## **Traditional:** Role of the Therapist

Therapist is:

**Expert in what is wrong**

**Knows what is normal and what is not**

**Has a model of mental health that  
explains what's wrong and how to  
correct it**

**Adding information or new beliefs**

# 0.4

The Difference  
Between  
Traditional and  
Evocative  
Therapies



## **Evocative:** Role of the Therapist

Therapist is expert in:

**Change process**

**helping access client's abilities,  
resources, skills, strengths, solutions  
knowledge and motivation**

Client is expert in:

**His or her complaints, suffering,  
longings, and perceptions of and  
responses to therapy**

**His or her own life/values,  
preferences, longings**

**What works and doesn't**



# THE HORSE KNOWS THE WAY

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# 1.1

How to Use  
Evocative  
Methods



## **Evocative Method 1**

**Find an ability, value or some  
knowledge:**

**At work**

**In hobbies or interests**

**In the past**

**In the present**

**ERICKSON  
LEARNS TO  
PRONOUNCE  
GOVERNMENT**

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# 1.2

How to Use  
Evocative  
Methods



## **Evocative Method 1**

**Evoke that ability through:  
Questions**

**Therapist response**

**Noticing and highlighting it  
Storytelling**

**In-session or between-  
session task**

**Hypnotic phenomena**

# 1.3

How to Use  
Evocative  
Methods

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## Evocative Method 1

**Link/help transfer that ability  
through:**

**Questions**

**Linking words (when, the  
next time, if, then)**

**C h a n g e v e r b t e n s e s  
(problem in past; solution in  
present or future)**

**Task assignment**

**Presupposition**

**Post-hypnotic suggestion**

# THE AFRICAN VIOLET QUEEN

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# 2.1

How to Use  
Evocative  
Methods



## **Evocative Method 2**

**Transform a liability/  
problem into a resource/  
solution:**

**Value that experience, trait,  
problem**

**Think of a context in which  
it could lead the client  
toward their longings and  
goals**

**I UNDERSTAND  
YOU HAVE  
EXPERIENCE  
AS A  
CARPENTER**

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# THE GAP IN THE TEETH

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# 3.1

How to Use  
Evocative  
Methods

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## Evocative Method 3

**Notice and highlight what works**

**E v o k e c o n t e x t s o f  
competence**

**Evoke contexts for helpful  
experiences**

# **A BOY IMPROVES HIS WRITING**

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# 4.1

How to Use  
Evocative  
Methods



## **Evocative Method 4**

**Tell a story/use metaphor  
Use art (music, poetry,  
visual arts, dance, film,  
novels, plays, etc.)**

# Ken Robinson - Gillian Lynne story



# 5.1

How to Use  
Evocative  
Methods



# Evocative Method 5

Presuppose

**“I DON’T  
KNOW HOW  
YOU WILL  
CHANGE”**

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# 6.1

How to Use  
Evocative  
Methods



## Evocative Method 6

Give the client something  
ambiguous on which to  
project meaning and  
positive change

A m b i g u o u s            t a s k  
assignments

Empty words and phrases



# **BOTANICAL GARDEN**

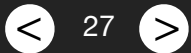
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# DRIVEWAY THERAPY

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# 7.1

How to Use  
Evocative  
Methods



## Evocative Method 7

**Give the client something to  
resist that can lead in a  
positive direction**  
**Noxious tasks**  
**Insults**

**“MAY HE  
DROWN IN HIS  
OWN SPIT”**

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# **A UNIQUE APPROACH TO INSOMNIA**

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# **FOR ME, SHIFTING TO THE EVOCATION ORIENTATION WAS A REVOLUTION**

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- **LESS WORK**
- **LESS DEEP DIVING/SPECULATING TO  
FIND THE “TRUE CAUSES” OR  
“ISSUES”**
- **MORE CONFIDENCE**
- **LESS WORRY ABOUT IMPOSING MY  
VALUES OR IDEAS**
- **MORE PARTNERSHIP AND  
EMPOWERMENT**

**PLENARY #2: EVOCATION: FINDING THE CREATIVITY WITHIN THE CLIENT TO  
HAVE THEM SOLVE THEIR OWN PROBLEMS  
BILL O'HANLON, MS, LMFT**

**VERIFICATION CODE: 82614**

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